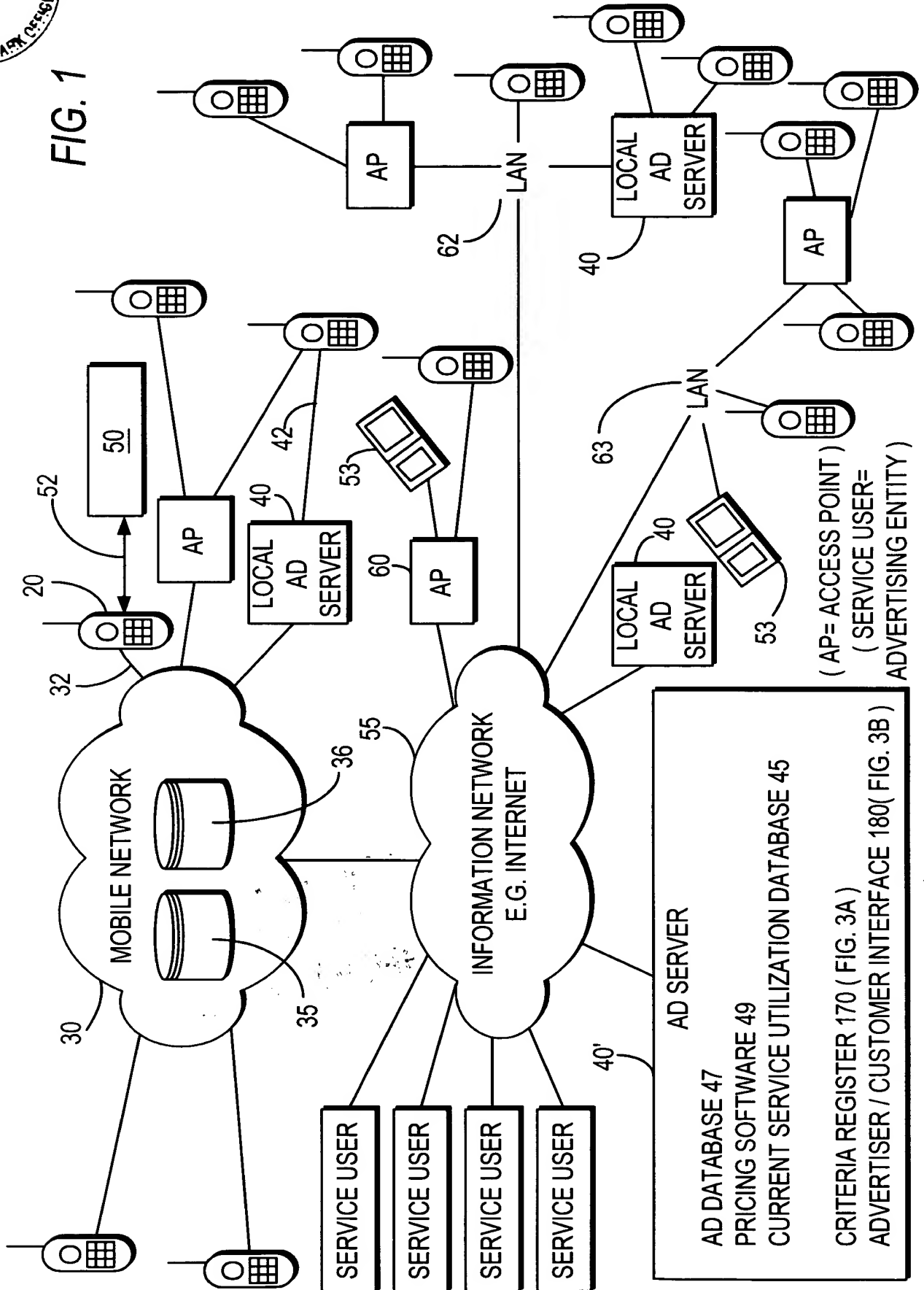
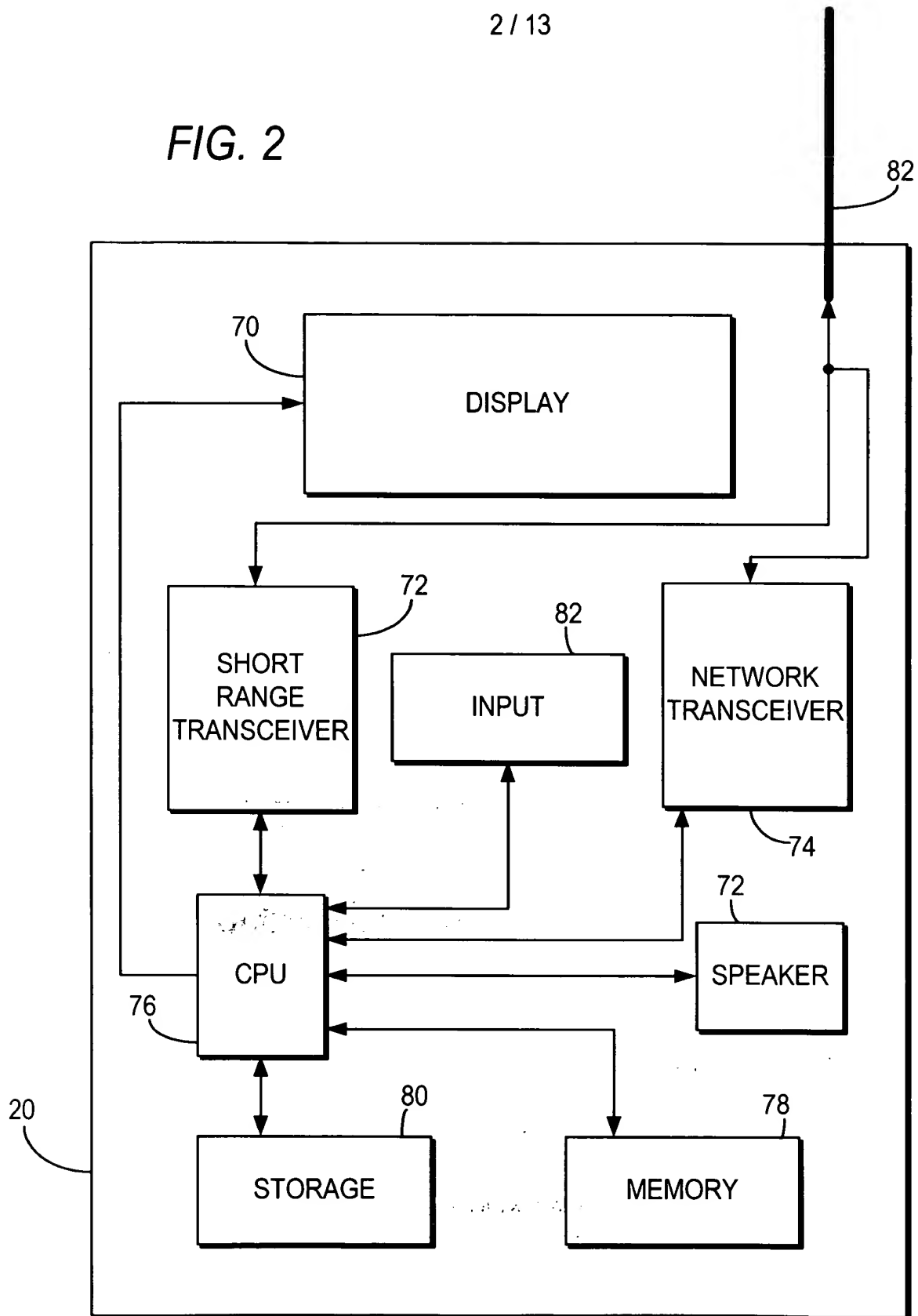


FIG. 1



(AP= ACCESS POINT )  
( SERVICE USER=  
ADVERTISING ENTITY )

FIG. 2





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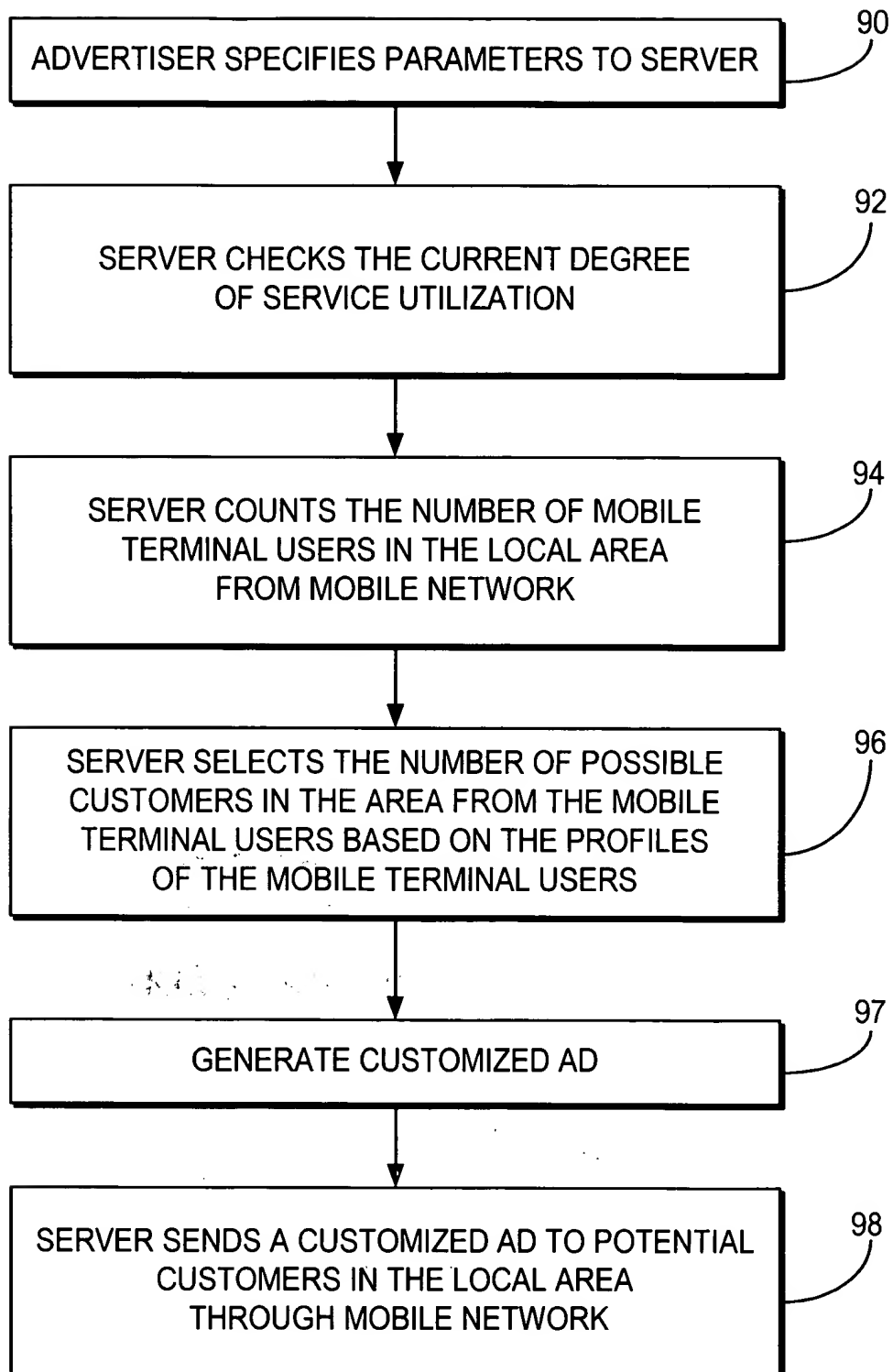


FIG. 3A

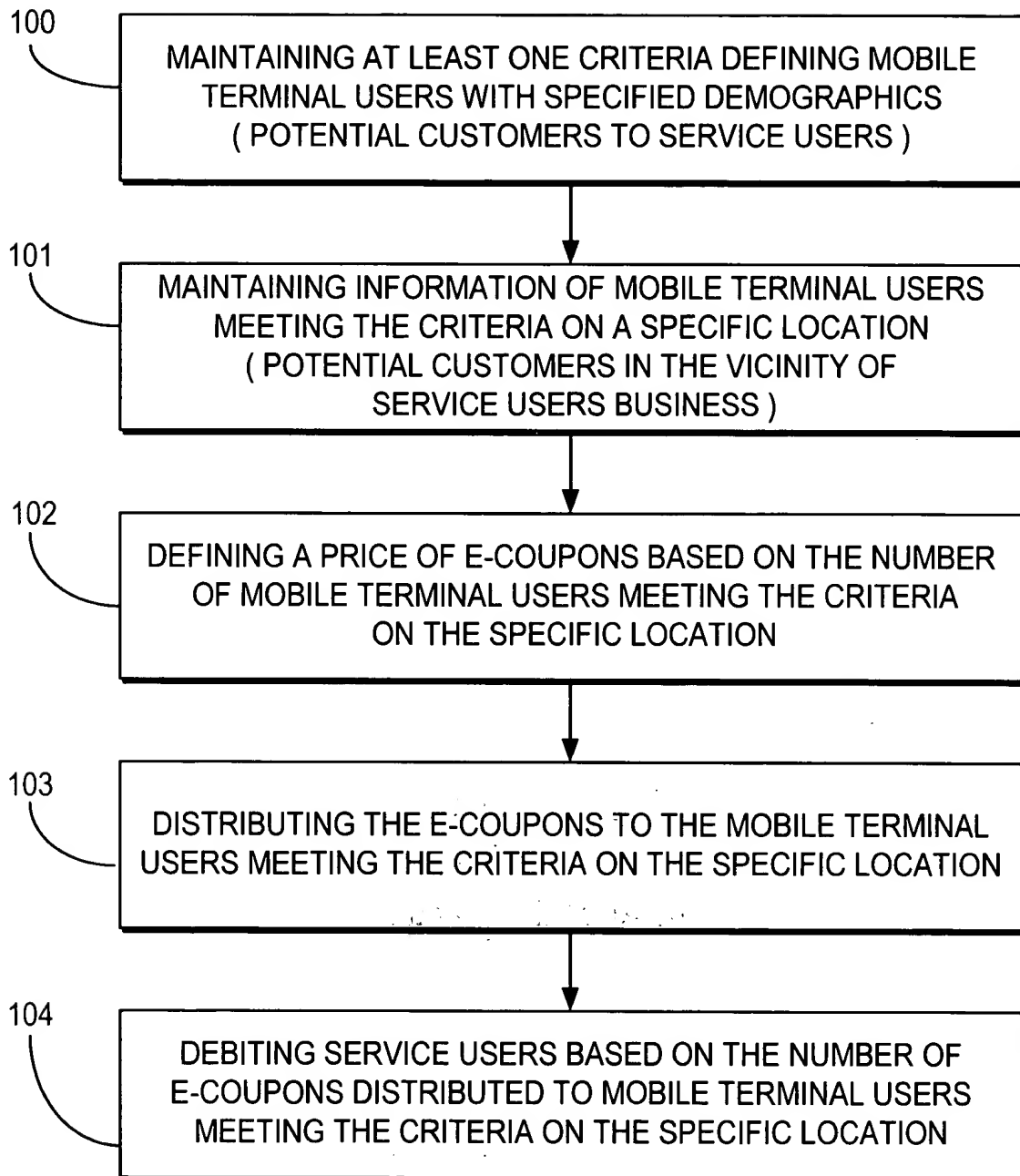


FIG. 3B



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106 AMOUNT OF VISITORS 50

107 DO YOU WANT TO SEND AN E-COUPON ? \_ YES \_ NO

108 WHAT IS THE OFFER ? \_ \$5.00 BIG LUNCH

109 TIME LIMIT \_ BEFORE 11:00 A.M.

105

FIG. 4



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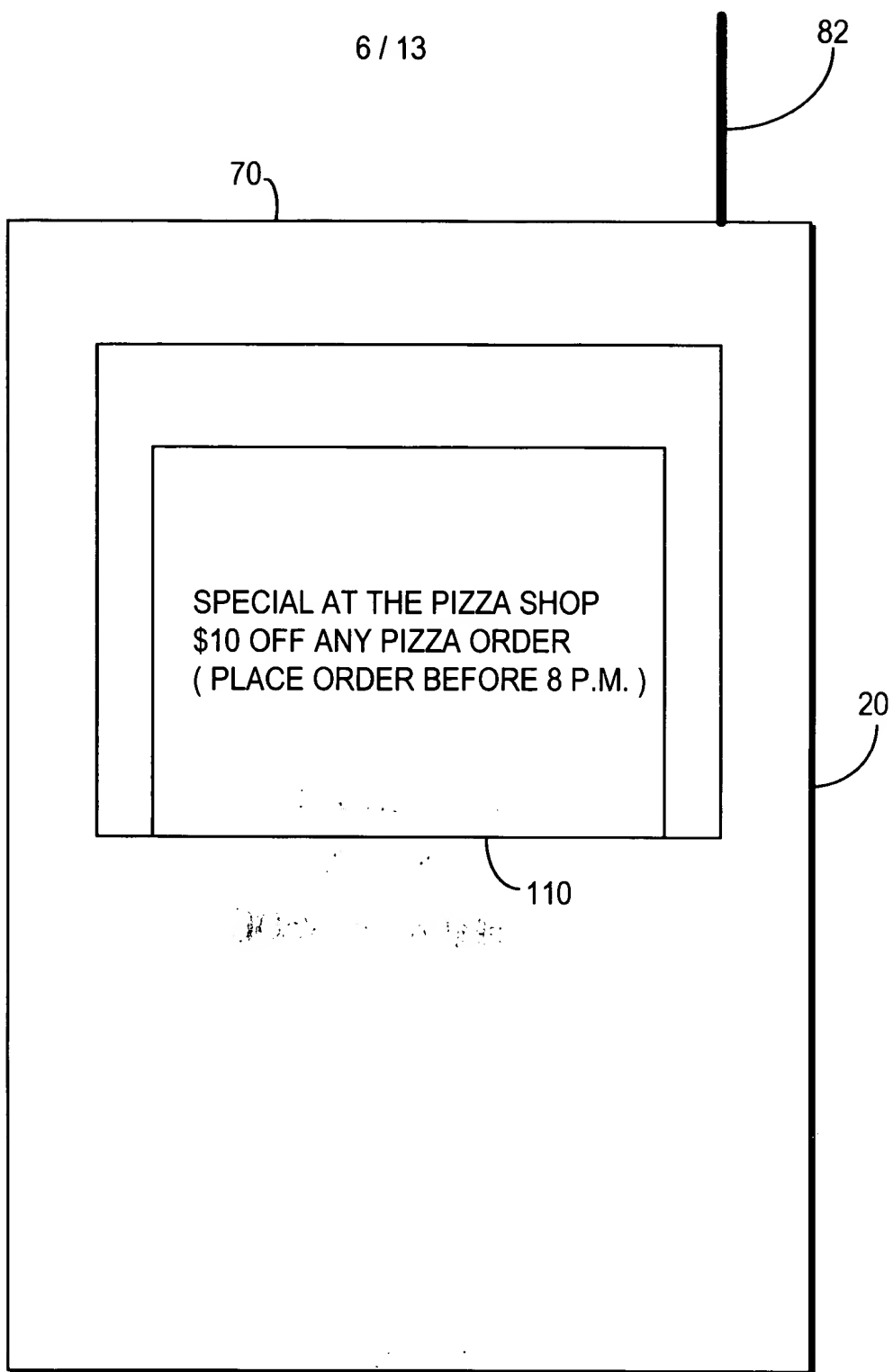


FIG. 5

**FIG. 6**

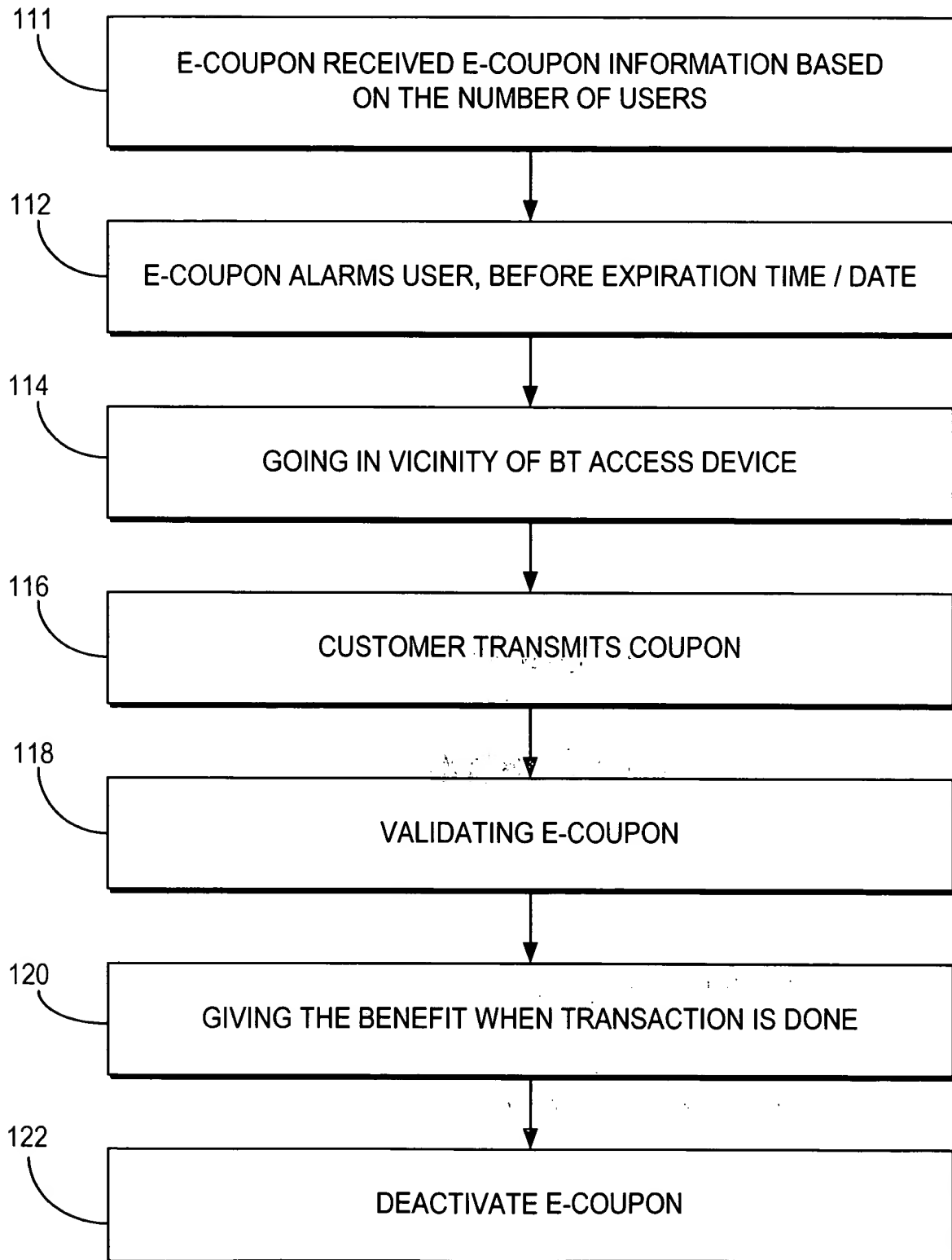




FIG. 7

CENTRAL REGISTER			
132	134	136	138
COMPANY NAME	LOCATION	ADVERTISEMENT	AMOUNT OF VISITORS
1. COMPANY NO. 1	CELL ID. NO. 560	XXX	100
2. COMPANY NO. 1	CELL ID. NO. 720	YYY	10
3. COMPANY NO. 2	CELL ID. 1055	277	1000
4. COMPANY NO. 3	CELL ID. NO. 1000	VVV	55
5. COMPANY NO. 4	YPS 22' 15", 29' 15"	AAA	5
6. COMPANY NO. 5	BT NO. 565	DDDD	25



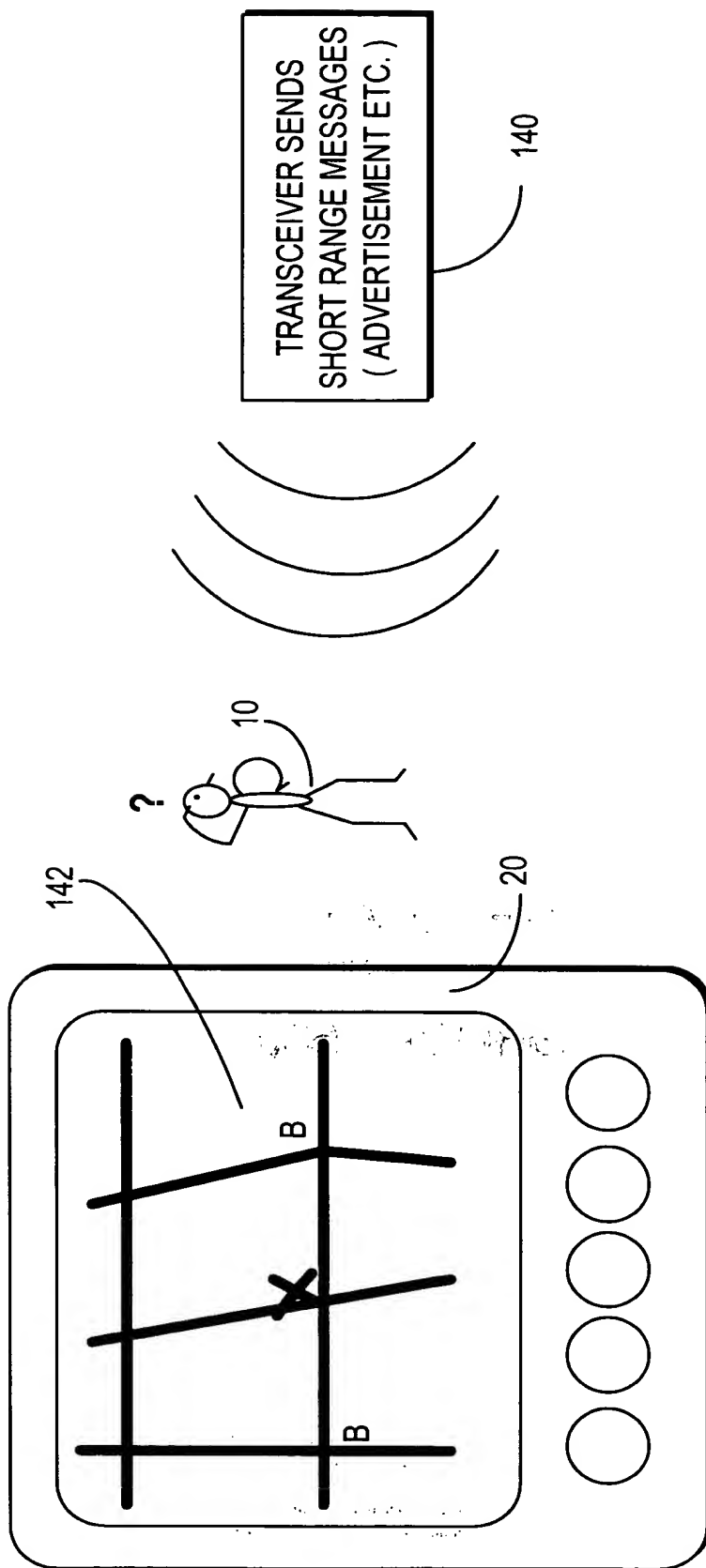


FIG. 8



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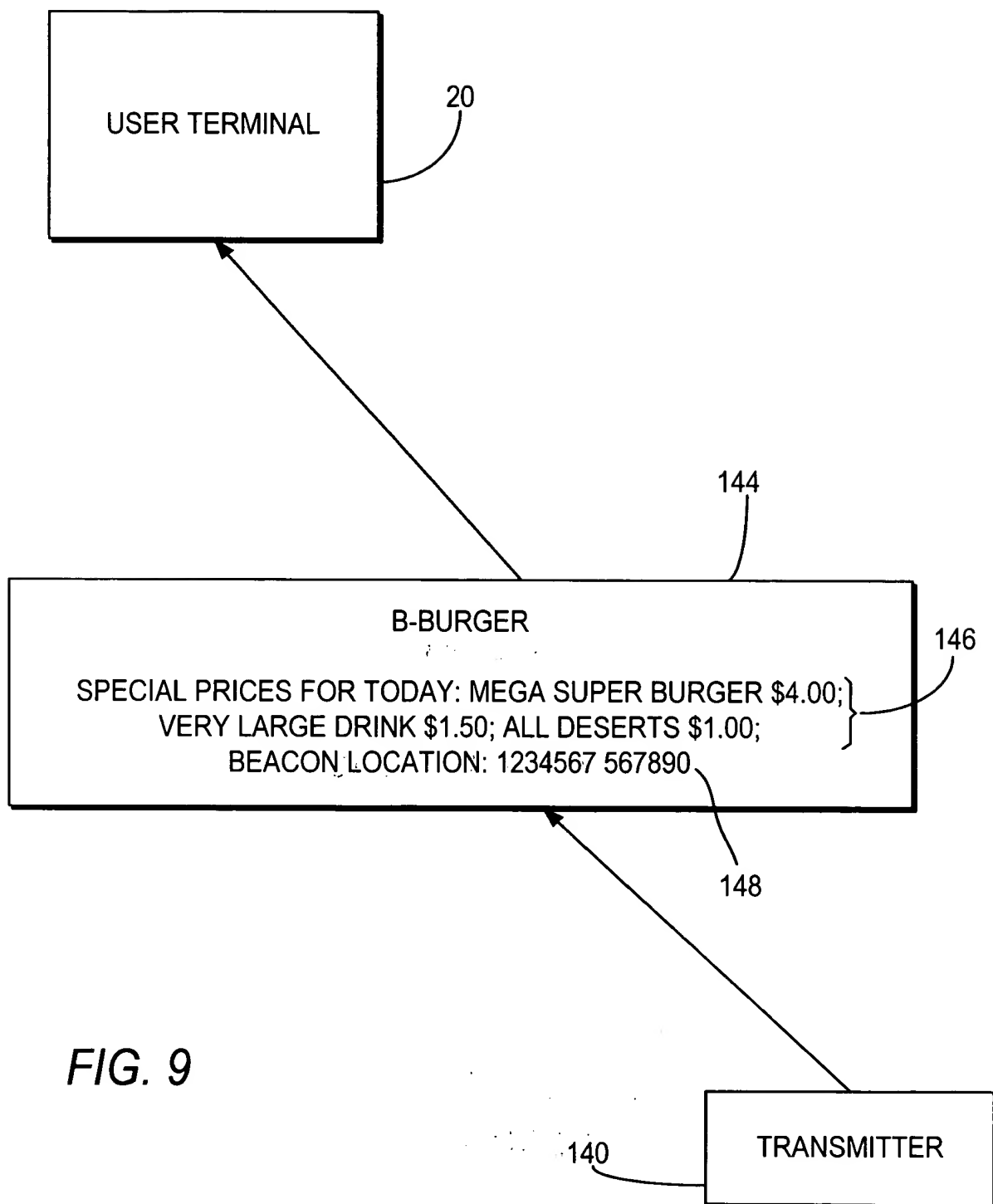


FIG. 9

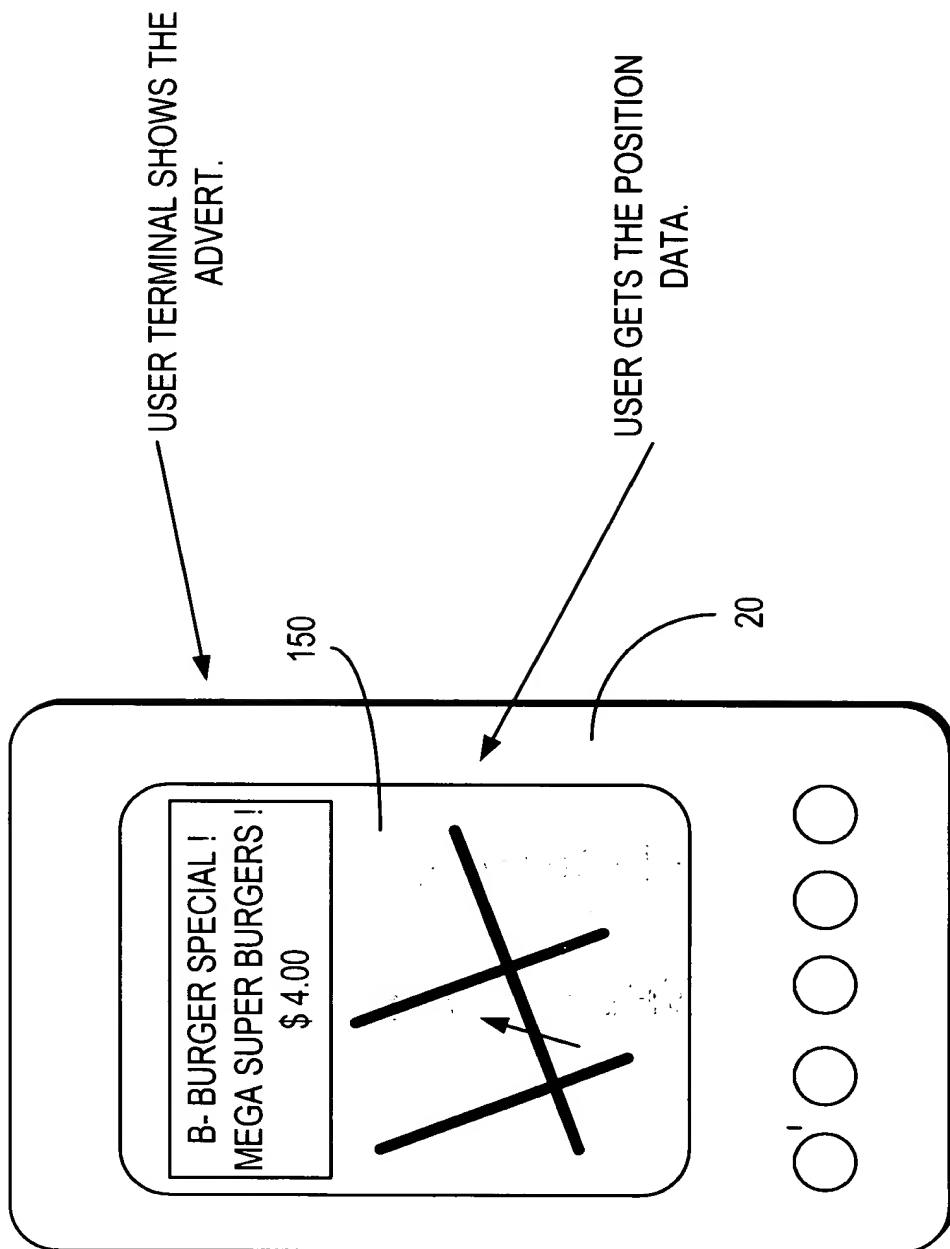


FIG. 10

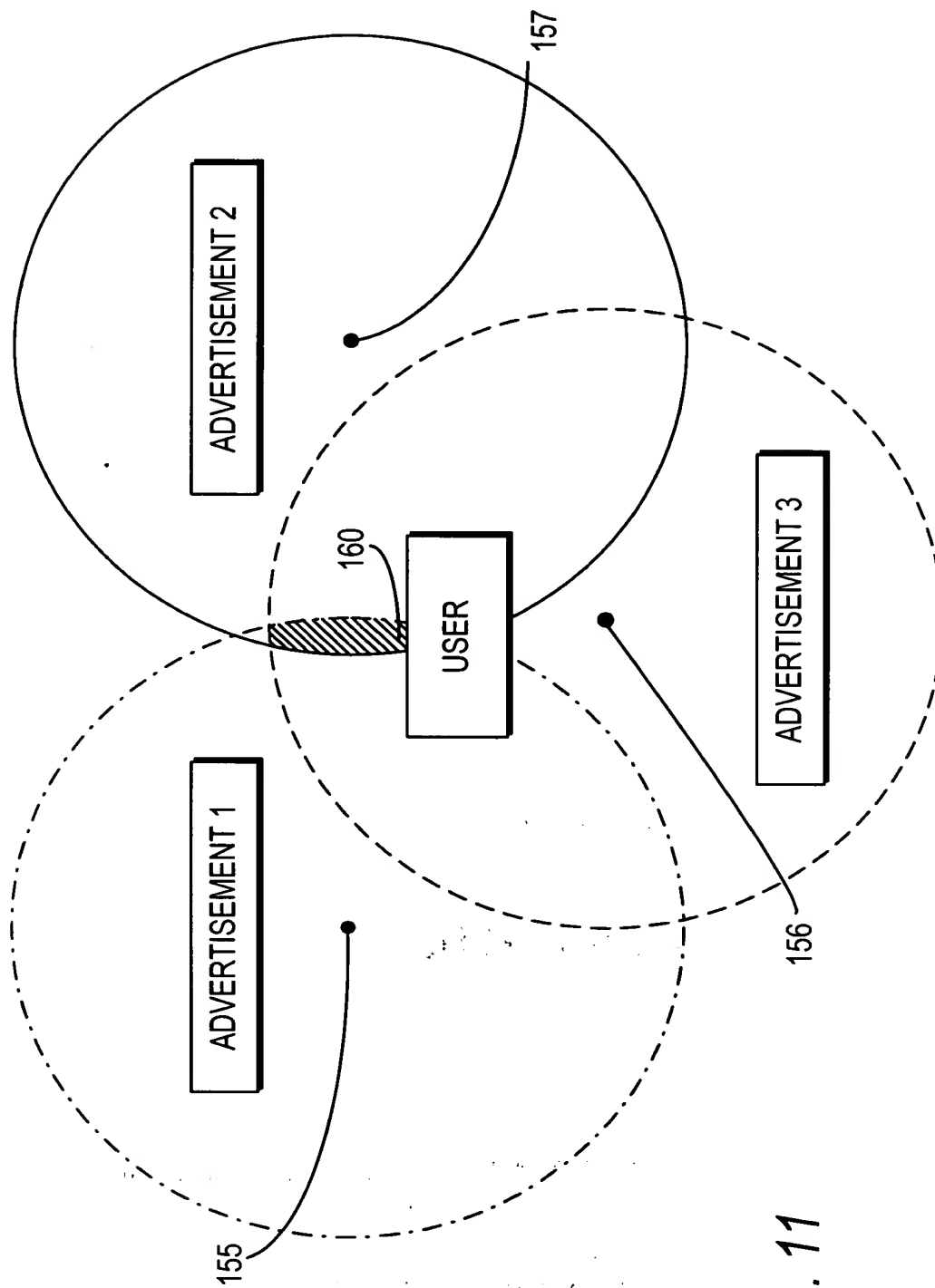
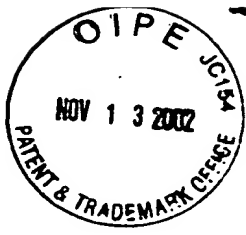


FIG. 11



## CRITERIA DATABASE

170

CRITERIA REGISTER	CUSTOMERS	PRICE
CRITERIA # 1	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$
CRITERIA # 2	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$

FIG. 12A

ADVERTISER PRICING  
DATABASE

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ADVERTISER	AD ID	NO. OF CUSTOMERS MEETING CRITERIA	PRICE
RESTAURANT 1 ...	5134	280	112
PIZZA SHOP ...	5136	800	400
RESTAURANT 2	5138	85	34

FIG. 12B